

(12) **UK Patent Application** (19) **GB** (11) **2 321 061** (13) **A**

(43) Date of A Publication 15.07.1998

(21) Application No 9700322.2

(22) Date of Filing 07.01.1997

(71) Applicant(s)
The Body Shop International Plc
(Incorporated in the United Kingdom)
Watersmead, LITTLEHAMPTON, W Sussex, BN17 6LS,
United Kingdom

(72) Inventor(s)
Aran Puri
Abigail Righton

(74) Agent and/or Address for Service
Jensen & Son
70 Paul Street, LONDON, EC2A 4NA, United Kingdom

(51) INT CL⁶
A61K 7/075 // A61K 7/00 7/04 7/48 7/50

(52) UK CL (Edition P)
C5D DHZ D120 D123 D127 D132 D135 D141 D149 D160
D182
A5B BFC B823

(56) Documents Cited
None

(58) Field of Search
UK CL (Edition O) A5B BFC BFH, C5D DHF DHG DHZ
DJB DJC DJX
INT CL⁸ A61K
Online: WPI, CAS

(54) Abstract Title
Shampoo and conditioner for hair and/or for the body

(57) Cupuacu pulp, juice or oil is used for conditioning hair or the body or nails. It may be used in shampoo or conditioning compositions.

GB 2 321 061 A

Shampoo & Conditioner for Hair and/or for the Body

The invention relates to a shampoo and conditioner for hair and/or for the body, containing naturally occurring ingredients.

Shampoos and conditioners for the hair and for the body, are well known items and the subject of much research. However, the vast majority of such products on the market use synthetic ingredients, which many consumers prefer to avoid where possible in favour of products principally containing ingredients from nature. Guar gum conditioners are known but for these, the bean extract must first be processed to create the conditioning effect with the result that these products are not regarded as natural by many consumers. Other natural products tend to contain only a small quantity of the natural product, usually for reasons of cost or minimal product performance increases provided by the natural ingredient. Such natural products are therefore at a commercial disadvantage compared to the synthetic shampoos and conditioners.

The present invention seeks to provide a shampoo and/or conditioner containing natural ingredients which has improved characteristics.

According to the invention there is provided a shampoo and/or conditioner for hair and/or the body, including cupuacu (*theobroma grandiflorum*) pulp and/or juice and/or oil.

In a preferred embodiment the proportion of cupuacu is in the range of 1-20% by weight, preferably within the range 3-9%, such as 5%.

The invention is based on the surprising discovery that compositions containing cupuacu act as a superior

shampoo/conditioner for hair and for the body. The cupuacu tree is a close relative of the cocoa tree and is prevalent in the amazon basin. The fruit of the cupuacu tree is used extensively for culinary purposes in this region and its properties as a foodstuff are well documented. This superior shampoo/conditioning effect is completely unexpected and there is no evidence that native peoples have used cupuacu fruit for cosmetic purposes.

The invention will now be described in greater detail with reference to the examples.

Generally the cupuacu fruit is prepared by maceration. The pulp and juice mixture so obtained may then be preserved using a 0.1% solution of sodium metabisulphate or by heating the mixture to 70°C and then packing it under vacuum in an air tight container, or by freezing. The pulp and the juice are separable using a centrifuge resulting in about 50% pulp and 50% juice by weight.

Eyetex tests on the pulp has shown it to be only a mild eye irritant and therefore the pulp is classified as suitable for use by almost all people. Analysis of the fruit pulp indicates that it contains typically 1.45% citric acid and 0.35% malic acid. It is also high in vitamin C (70mg/kg).

An exemplary composition suitable for a hair conditioner is (proportions in percentage by weight):

cupuacu pulp	5.00
cetrimonium chloride	0.116
cetyl alcohol	3.00
cetearyl alcohol/PEG-20 stearate	2.50
cyclomethicone and dimethicone copolyol	5.00
hydrogenated lecithin, C12-16 alcohols and palmitic acid	0.50

sclerotium gum	0.50
cetrimonium bromide	0.05
polyquaternium-10	0.20
parabens	0.40
phenoxyethanol	0.60
fragrance	0.20
the balance being water.	

Although pulp is used here, the juice could alternatively be used in the same proportion or a combination of both. It would also be possible to add small quantities of cupuacu oil, derived from the seeds of the fruit. In alternative embodiments the quantity of cupuacu could be 3% or 9%, in each case the balance being provided by water.

An exemplary composition suitable for a shampoo having a conditioning effect is (proportions in percentage by weight):

Cupuacu juice	5.00
Sodium lauroyl sarcosinate	2.00
Cocoamidopropyl betaine	3.60
Sodium laureth sulphate	4.00
Citric acid	0.20
Benzyl alcohol	0.40
Sodium benzoate	0.30
Phenoxyethanol and parabens	0.80
PEG-120 methyl glucose dioleate	0.70
Fragrance	0.50
the balance being water	

Here again pulp could be substituted for juice or a combination of both used. Pulp tends to result in a cloudy/opaque shampoo, whereas the juice results in a clear shampoo. If pulp is to be used, a suspending agent, such as magnesium aluminium silicate, should preferably be used to

ensure a stably homogeneous composition.

It is believed that a substance or combination of substances in the pulp or the juice are responsible for the active conditioning of hair, by forming a film over the hair follicle. The fruit oil is not essential for this effect to be achieved. The attributes of this conditioner are improved wet and dry feel, shine, hair strengthening and manageability. The exact mechanism for this conditioning has thus far resisted attempts at identification. Cupuacu functions as a conditioner on both wet and dry hair.

In use, the consistency, appearance, ease of application, feel on wet and dry hair, detangling, compatability when wet and dry, the feel on the ends of the hair, the hair condition and the hair gloss were all found to be superior.

Although the examples refer to application to the hair, cupuacu would be suitable for inclusion in any product for the body and for keratin containing members, such as eyelashes, eyebrows and nails, where the improved conditioning effect is desirable. The term hair should therefore be interpreted as meaning any keratin containing member on the human body.

Claims

1. A shampoo and/or conditioner for hair and/or the body including cupuacu pulp and/or juice and/or oil.
2. A shampoo and/or conditioner according to Claim 1, wherein the proportion of cupuacu is in the range of 1-20% by weight.
3. A shampoo and/or conditioner according to Claim 1 or Claim 2, wherein the proportion of cupuacu is in the range of 3-9% by weight.
4. A shampoo and/or conditioner according to Claim 2 or Claim 3, wherein the proportion of cupuacu is 5% by weight.
5. Use of cupuacu pulp and/or juice and/or oil for manufacturing a cosmetic composition for the hair.
6. Use of cupuacu pulp and/or juice and/or oil for manufacturing a composition for the skin.
7. Use of cupuacu pulp and/or juice and/or oil for manufacturing a composition for the nails.
8. A mascara including cupuacu pulp and/or juice and/or oil.
9. A body lotion including cupuacu pulp and/or juice and/or oil.
10. A shampoo and/or conditioner substantially as described herein, with reference to the examples.



Application No: GB 9700322.2
Claims searched: 1 to 10

Examiner: Michael Conlon
Date of search: 14 March 1997

Patents Act 1977
Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:
UK CI (Ed.O): C5D (DHF, DHG, DHZ, DJB, DJC, DJX) A5B
Int CI (Ed.6): A61K
Other: Online: CAS, WPI

Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
	NONE	

- | | |
|---|--|
| X Document indicating lack of novelty or inventive step | A Document indicating technological background and/or state of the art. |
| Y Document indicating lack of inventive step if combined with one or more other documents of same category. | P Document published on or after the declared priority date but before the filing date of this invention. |
| & Member of the same patent family | E Patent document published on or after, but with priority date earlier than, the filing date of this application. |